

## ABSTRAK

*Felicia Larissa Nathania, 172050383. Jurusan SI Hubungan Masyarakat Fakultas Ilmu Sosial dan Ilmu Politik Universitas Pasundan, 2017. Melakukan penelitian dengan judul "Employee Relations pada Program Kids Go To Office di Telkom Corporate University". Di bawah bimbingan Bapak Dr. Sutrisno, S.Sos., Msi.*

*Penelitian ini bertujuan untuk mengetahui proses public relations pada Employee Relations di Telkom Corporate University yang berupatahap fact finding, planning, action and communication, dan evaluation. Metode pengamatan yang digunakan dalam penulisan laporan ini adalah metode kualitatif. Teknik pengumpulan data dilakukan dengan melakukan observasi, wawancara dan dokumentasi.*

*Hasil pengamatan yang di dapat dalam pengamatan penulis di tahap fact finding meliputi pengumpulan data dari hasil wawancara yang dilakukan oleh divisi Human Capital kepada karyawan Telkom Corporate University. Tahap planning meliputi penentuan tujuan, penetapan sasaran (khalayak), dan perencanaan program. Tahap action and communication meliputi pelaksanaan employee relations dengan strategi special event dan penggunaan media publikasi seperti pemasangan spanduk, dan media publikasi lainnya. Dan tahap evaluation meliputi pengukuran keberhasilan dari pelaksanaan Employee Relations pada program Kids Go To Office di Telkom Corporate University.*

*Simpulan yang dapat dikemukakan dalam penelitian ini, bahwa proses public relations yang dilakukan oleh divisi Human Capital dalam program Employee Relations Kids Go To Office di Telkom Corporate University sudah sesuai dengan teori, dan program ini sebagai wujud tanggung jawab perusahaan terhadap karyawannya. Saran untuk Employee Relations Kids Go To Office ini lebih dipertahankan kembali terhadap aspek yang sudah tepat dan perbaiki terhadap aspek yang masih kurang tepat.*

## ABSTRACT

*Felicia Larissa Nathania, 172050383. Department of Public Relations, Faculty of Social and Political Sciences, Pasundan University, 2017. Do a research with title "Employee Relations on Kids Go To Office Program at Telkom Corporate University". Under the guidance of Mr. Dr. Sutrisno, S.Sos., Msi.*

*This research aims to determine the process of public relations in Employee Relations at Telkom Corporate University in the form of fact finding, planning, action and communication, and evaluation. The observation method used in writing this report is a qualitative method. Data collection techniques are carried out by conducting observations, interviews and documentation.*

*The observations obtained by the author at the fact finding stage include collecting data from the interviews conducted by the Human Capital division to employees of Telkom Corporate University. The planning phase includes setting goals, setting targets (audience) , and planning programs. The action and communication phase includes the implementation of employee relations with a special event strategy and the use of media publications such as the installation of banners, and other publications. And the evaluation stage includes measuring the success of implementing Employee Relations in the Kids Go To Office program at Telkom Corporate University.*

*The Conclusion from this research, the public relations process carried out by the Human Capital division in Employee Relations Kids Go To Office Program at Telkom Corporate University is in accordance with the theory, and the program as a form of corporate responsibility towards its employees. Suggestions for Employee Relations Kids Go To Office is more considering of returning to the right aspects and correcting the aspects that are still not appropriate.*

## **RINGKESAN**

*Felicia Larissa Nathania, 172050383. Jurusan S1 Hubungan Masyarakat Fakultas Ilmu Sosial sarta Ilmu Politik Universitas Pasundan, 2017. Ngalakukeun panalungtikan kalawan judul “Employee Relations dina Program Kids Go To Office di Telkom Corporate University”. Handap bimbingan Bapa Dr. Sutrisno, S.Sos. , Msi.*

*Panalungtikan ieu boga tujuan kanggo terang proses public relations dina Employee Relations di Telkom Corporate University anu mangrupi babak fact finding, planning, action and communication, sarta evaluation. Padikapan ite nanudipakedina penulisan laporan ieu teh padika kualitatif. Teknik pengumpulan data dipigawekalawan ngalakukeun observasi, wawancara sarta dokumentasi.*

*Kenging paniten anu di tiasa dina paniten nu nulis di babak fact finding ngawengku pengumpulan data tikenging wawancara anu dipigawe ku divisi Human Capital kapagawe Telkom Corporate University. Babak planning ngawengku penentuan tujuan, penetapan sasaran (khalayak), sarta perencanaan program. Babak action and communication ngawengku palaksanaan employee relations kalawan strategi special event sarta pamakean media beware seertos pemasangan spanduk, sarta media beware lianna. Sarta babak evaluation ngawengku pengukuran keberhasilan ti palaksanaan Employee Relations dina program Kids Go To Office di Telkom Corporate University.*

*Simpulan anu tiasa diungkabkeun dina panalungtikan ieu, yen proses public relations anu dipigawe ku divisi Human Capital dina program Employee Relations Kids Go To Office di Telkom Corporate University atos luyu kalawan teori, sarta program ieu minang kawujud tanggel walon pausahaan kapagawena. Bongbolongan kanggo Employee Relations Kids Go To Office ieu langkung dipertahan keun balik ka aspek anu atos pas sarta perbaiki ka aspek anu kirang keneh pas.*